

Sales Monitor - Brand Comparison Report

Brand Description	1 WEEK Ending 12/30/94	1 WEEK Ending 12/31/93	Vol % Change
	Units (000's)	Units (000's)	
MARLBORO	36,474	39,576	-7.84
B+H	5,862	6,948	-15.63
MERIT	2,160	2,790	-22.58
VIRGINIA SLIMS	3,438	3,336	3.06
PARLIAMENT	605	474	27.85
CAMBRIDGE	8,118	10,848	-25.17
ALPINE (PV)	852	960	-11.25
BRISTOL	24	558	-95.70
TOT BASIC	11,928	11,844	0.71
FAMOUS VALUE	2,484	4,536	-45.24
MISCELLANEOUS BRANDS	6	54	-88.89
TOT PM-USA PREMIUM	48,546	53,142	-8.65
TOT PM-USA DISCOUNT	23,406	28,782	-18.68
TOTAL PM Selected	71,952	81,924	-12.17

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Source: Sales Monitor

1/4/95